



KSHB-TV

ORDER

Flight Dates 11/03/12-11/06/12

Contract / Revision 316738 / Nov 3-6

Original Date / Revision 11/02/12 11/02/12 Agency Com 15%

Billing Contact

Advertiser **Schoeller / Republican / Sec**
5200 SW 30th Street
Davenport, IA 52802

Agency **Victory Enterprises**

Buying Contact

5200 SW 30th Street
Davenport, IA 52802

Product

Nov 3-6

Agency Com 15%

Billing Contact

5200 SW 30th Street
Davenport, IA 52802

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar CALENDAR

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	5	\$8,457.50	\$9,950.00	0.00
Totals	5	\$8,457.50	\$9,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
11/01/12	11/06/12	5	\$8,457.50	\$9,950.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/03/12	11/05/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	2	\$1,500.00	P-1	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2			\$1,500.00		0.00			
Week:		11/05/12	11/11/12	-----		0			\$1,500.00		0.00			
N 2	KSHB	11/03/12	11/06/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MT-----	:30	2	\$225.00	P-1	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----		0			\$0.00		0.00			
Week:		11/05/12	11/11/12	MT-----		2			\$225.00		0.00			
N 3	KSHB	11/03/12	11/06/12	Mon 7-9p Voice	CM	7-9p	M-----	:30	1	\$6,500.00	FX	0.00 NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



KSHB-TV

Print Date: 11/02/12

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Contract / Revision **316738** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Schoeller / Republican / Se** Product **Nov 3-6**

Estimate #

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 3	KSHB	11/03/12	11/06/12	Mon 7-9p Voice	CM	7-9p	M- - - - -	:30	1	\$6,500.00	FX	0.00 NM	1	\$6,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- - - - -		0		\$6,500.00		0.00					
	Week:	11/05/12	11/11/12	M- - - - -		1		\$6,500.00		0.00					
													Totals	5	\$9,950.00